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# My 22 years of blunders and mistakes in the game industry

Should be short presentation then...

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**Waiting for Messiah**

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**Not understanding  
your target audience**

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**Letting fear and  
discontent drive  
the project.**

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**Beeing an asshole**

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**Proving everybody  
wrong**

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**Avoiding brutal facts**

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**Thinking I was the  
only one faking it**

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**Waiting for  
programmers**

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**Not thinking about  
the cost vs benefit**

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**Making content to  
make up for  
lackign features**

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**Not firing the  
wrong hires**

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**Jumping on your  
first idea**

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**Not having a  
production plan**

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**Not capitalizing on  
what you got**

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**Not specializing**

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**Having a bad  
shearholders agreement**

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**Thinking you are awesome  
at things you know  
nothing about**

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**Making MEH**

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**Not giving feedback**

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**Deciding min spec at the  
end of the project**

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**Flogging a dead horse**

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**Assuming publishers  
read stuff**

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**Thinking too much about  
the cost benefit**

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**Not having a champion**

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**Not letting the  
champion do his thing**

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**Making decent clones  
of better game**

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# Optimizing the funnel

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**Not paying attention  
the to termination clause  
of the contract**

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**Threatening internal  
projects differently than  
external ones**

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**Being content with good**

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**Unbalanced teams - too  
many indians**

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**Being stingy with  
money for sound**

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**Starting productions where  
resources does not match  
ambitions**

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**Not enjoying it**

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